



**VIRTUAL**  
**MELBOURNE**  
**MARATHON**

**2020 DIGITAL EVENT BAG GUIDE**



# DIGITAL EVENT BAG

## *What is the Virtual Melbourne Marathon Digital Event Bag?*

The Digital Event Bag is an interactive platform that provides each Virtual Melbourne Marathon participant with exclusive offers.

Housed on the Melbourne Marathon website, the Digital Event Bag is also promoted to registered participants throughout the lead up to the event, with two scheduled EDM's:

- Week ending Friday 6<sup>th</sup> November 2020
- Week ending Friday 27<sup>th</sup> November 2020



# DIGITAL EVENT BAG OFFERING

*Limited spots are available and application close on Friday 30<sup>th</sup> October 2020.*

## PRICING

\$250 +GST, which includes:

- 1x Offering in the Digital Event Bag
- 2x Entries in any Virtual Melbourne Marathon distance:
  - Melbourne Marathon
  - SriLankan Airlines Half Marathon
  - ASICS 10km Run
  - Westin 5km Run
  - 3km Walk



# DIGITAL EVENT BAG DETAILS

*Successful applicants will be required to provide the following for their offer:*

Graphic:

- High Resolution JPEG Image
- Including company logo with picture of offering
- 600 x 600 pixels

Preview:

- Up to 10 words maximum previewing the offer

Copy:

- Up to 40 words maximum explaining the offer and any potential limitations

URL:

- Linking directly to the offer



# DIGITAL EVENT BAG EXAMPLES

*Previous examples of the most viewed and claimed offers:*



# TERMS AND CONDITIONS

## ACCEPTANCE OF THESE CONDITIONS OF CONTRACT

Exhibiting in the 2020 Virtual Melbourne Marathon Digital Event Bag is conditional upon the Exhibitor's agreement to and acceptance of these rules and regulations as signified by the completion of the application form and subsequent receipt by International Management Group of America Pty Ltd ("the Organisers") of the official application form. The Organisers shall reserve the right to accept or refuse an application without stating the reason for any rejection. Applications must be made on the official application form.

## PAYMENT DATES AND CONDITIONS

All payments are non-refundable. The full amount will be invoiced once the application has been accepted. **Your fee must be paid in full prior to your offer being included in the Digital Event Bag.**

Please note there is a 3% surcharge on all Credit Card payments.

